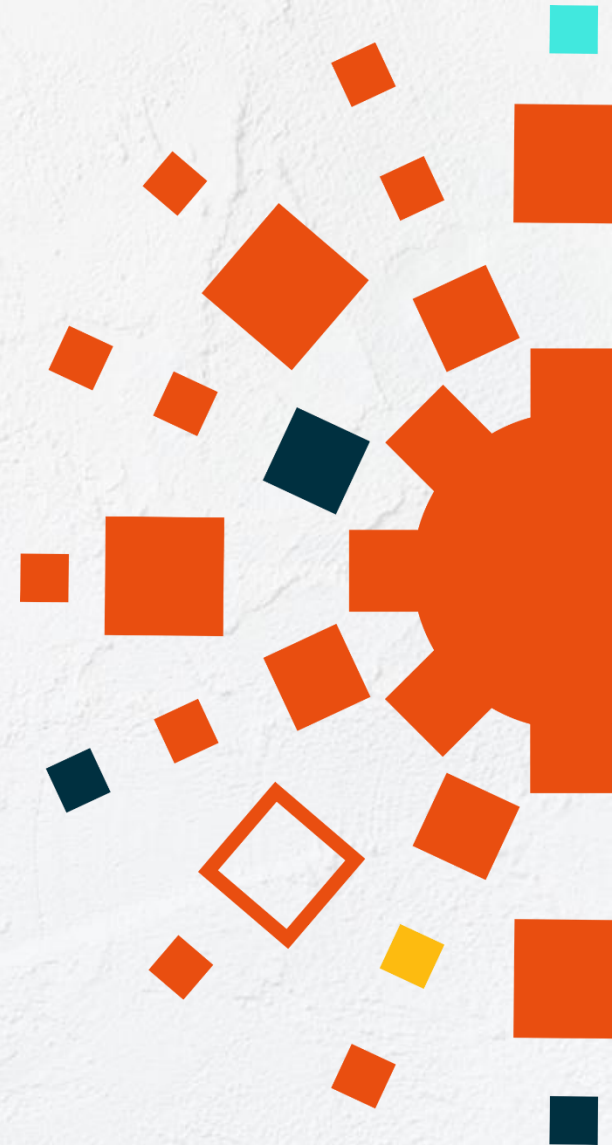


NOGen

Hannover Messe
April 17-21, 2023
Hannover, Germany



About the event

Event type: Industrial transformation/technology

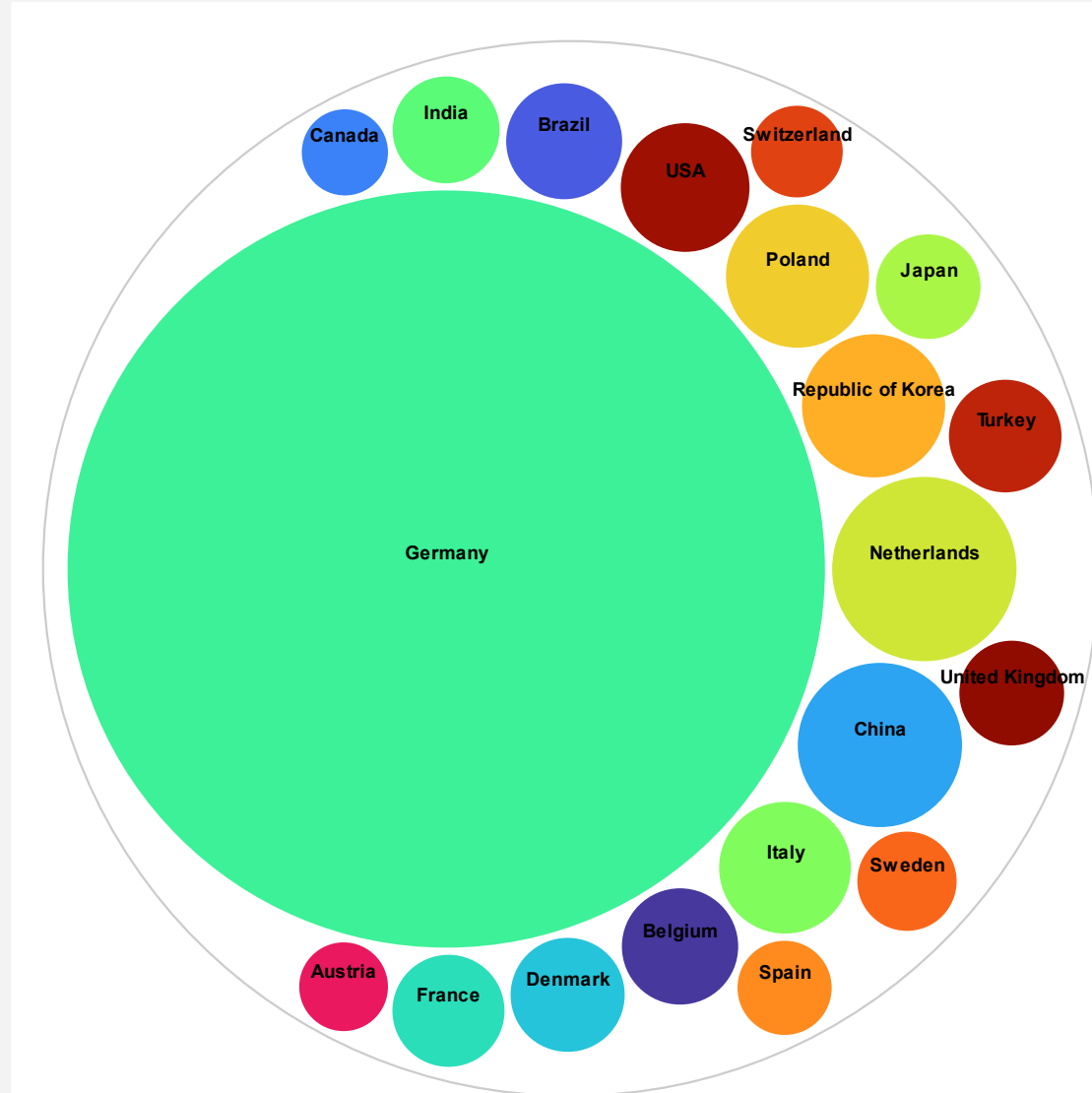
Location: Hannover, Germany

Description and years in operation: Held every year. First event was 1947, drew over 1 million visitors in 1960's. Next show is April 22-26, 2024.

Event sector focus: Drive engineering, automation, energy, R&D and industrial IT

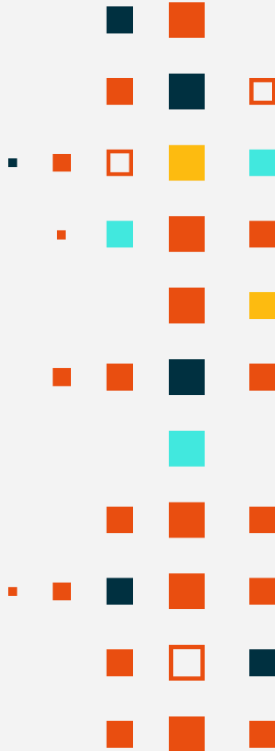
Number of exhibitors: 3,962 exhibitors

Number of visitors: 127,953 (78% European Union – See graphic, 48% are in company leadership positions)

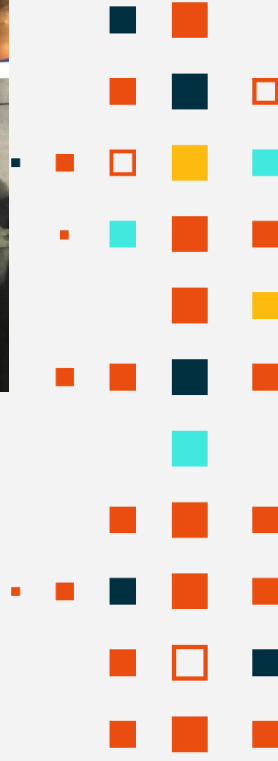


Canadian exhibitors

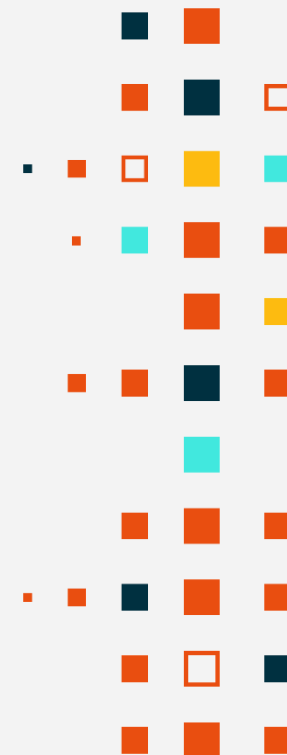
Advanced Process Automation Technologies Inc.	Markham, ON L3R 9Z7
Next Generation Manufacturing Canada (NGen)	Hamilton, ON L8P 0A1
DaoAI Robotics Inc	Vancouver, BC V6B 4N6
Edgecom Energy Inc.	Toronto, ON M2M 4J1
Eigen Innovations Inc.	Fredericton, NB E3B 1S1
FOLON.A Rubber and Plastic Technology Inc	Gloucester, ON K1J 8P4
Government of Ontario Ministry of Economic Development, Job Creation and Trade	Toronto M5G 2N4
Greenlight Innovation Corp.	Burnaby, BC V5A 4W2
Illuming Power Inc.	Vancouver V6A 4A3
Innovative Automation Inc.	Barrie, ON L4N 0B7
Intertek Group plc	Coquitlam, BC V3K 7C1
Laserax Inc.	Quebec, QC G1X 4S8
Loop Energy Inc.	Burnaby, BC V7J 0A9
Matrikon, Inc.	Edmonton, AB T5J 3N4
McRae Imaging Inc.	Mississauga, ON L5L 5Z7
Mosaic Manufacturing Ltd.	Toronto, ON M5V 2K4
Prevu3D Inc.	Montreal, QC H4C 1L8
Sarcomere Dynamics Inc.	St. Albert, AB T8N 5A7
Shoplogix Inc.	Oakville L6L 5W2
Skkynet Corp.	Mississauga L5N 2X7
SNC Lavalin Inc.	Toronto, ON M9C 5K8
VKS - Visual Knowledge Share Ltd.	Châteauguay, QC J6J 4Z2
Westport Fuel Systems Inc.	Vancouver, BC V6P 6P2
Zaber Technologies Inc.	Vancouver, BC V6P 6T7
ZeroKey Inc.	Calgary T2E8T3
7D Kinematic Metrology Inc	Cambridge, ON N1T 2A9



Canada Pavilion



Canada Pavilion exhibitors



NGen Media

9 video interviews conducted with Canadian companies exhibiting at Hannover Messe.

Typical LinkedIn engagement was 500+ views, 1000+ impressions per company featured



Hannover Messe 2023

You and 33 others

2 comments · 7 reposts



Co-Exhibitor Spotlight: McRae Imaging Inc.

16

1 comment · 3 reposts

Like Comment Repost

Video views: 546 total

Video views Targeted to: All followers

546
Total

Organic stats

1,337 Impressions	16 Reactions	2.24% Click-through rate	1 Comment
3 Reposts	30 Clicks	3.74% Engagement rate	



Co-Exhibitor Spotlight: Sarcomere Dynamics

Ivan Cheung and 23 others

3 comments · 6 reposts



Co-Exhibitor Spotlight: VKS

Mark Kirby and 17 others

3 reposts



Co-Exhibitor Spotlight: Mosaic Manufacturing

Barbara Gibbon and 47 others

1 comment · 9 reposts



Maya HTT

Remi Duquette and 35 others

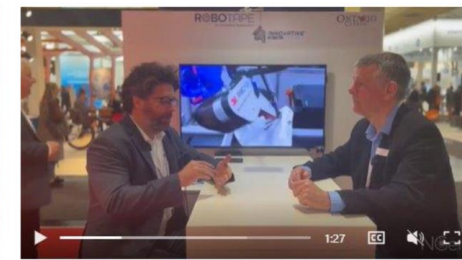
5 comments · 9 reposts



Co-Exhibitor Spotlight: ZeroKey Inc.

Stephanie Holko and 20 others

1 comment · 4 reposts



Co-Exhibitor Spotlight: Robotape

Bridget Bonan and 13 others

Event announcements

Canada is Partner Country at HANNOVER MESSE 2025

On Monday, 17 April 2023, at HANNOVER MESSE, Isabelle Poupart, Minister and Deputy Head of Mission at Embassy of Canada to Germany, and Dr. Jochen Köckler, Chairman of the Managing Board, Deutsche Messe AG, signed the official Memo of Understanding designating Canada partner country at HANNOVER MESSE 2025.

“It is an honor and a great opportunity for Canada to partner with Germany in hosting Hannover Messe in 2025. This partnership will help deepen the already strong economic, political and cultural ties between Canada and Germany. We will work hand in hand with local and global partners to provide a platform for Canadian companies, industry associations and institutions to showcase Canada as a leading industrial innovation economy at Hannover Messe,” said François-Philippe Champagne, Minister of Innovation, Science and Industry of Canada.



Event announcements

NGen signs MOU with German leading-edge cluster it's OWL

Intelligent Technical Systems OstWestfalenLippe Leading-Edge Cluster (it's OWL) is a technology network where more than 200 companies, research institutes and organizations develop solutions for intelligent products and production processes. Projects worth EUR 100 million in artificial intelligence, digital platforms, digital twins and work 4.0, are currently being implemented. it's OWL is one of the largest Industry 4.0 initiatives for SMEs in Germany.

NGen and it's OWL have previously cooperated successfully with delegation visits, trade shows and knowledge exchange. The MOU builds on this relationship and lays the foundation for long-term, contractual cooperation in the form of joint, co-funded innovation projects with Canadian and German industrial and research partners.



Event announcements

Canada Investment and Innovation Roadshow hosted by Global Affairs on behalf of 25 economic development organizations across Canada

NGen's CEO Jayson Myers kicked off the roadshow by chairing a panel discussion with four experts leading the way in Canada's Energy and Digital Transition. Charles Deguire CEO of Kinova Robotics; Amir Belkhelladi, National Leader Cyber Risk; Deloitte Florent Bouguin, CTO Optel Group and Yvonne Denz, President, Can-Ger Chamber of Commerce were the panelists providing insights and advice for companies looking to expand their footprint in Canada.

A networking luncheon afterwards allowed participants to have access to over 25 senior business development executives from Canada's cities and provinces in order to gain a better understanding of the innovative ecosystems across Canada.

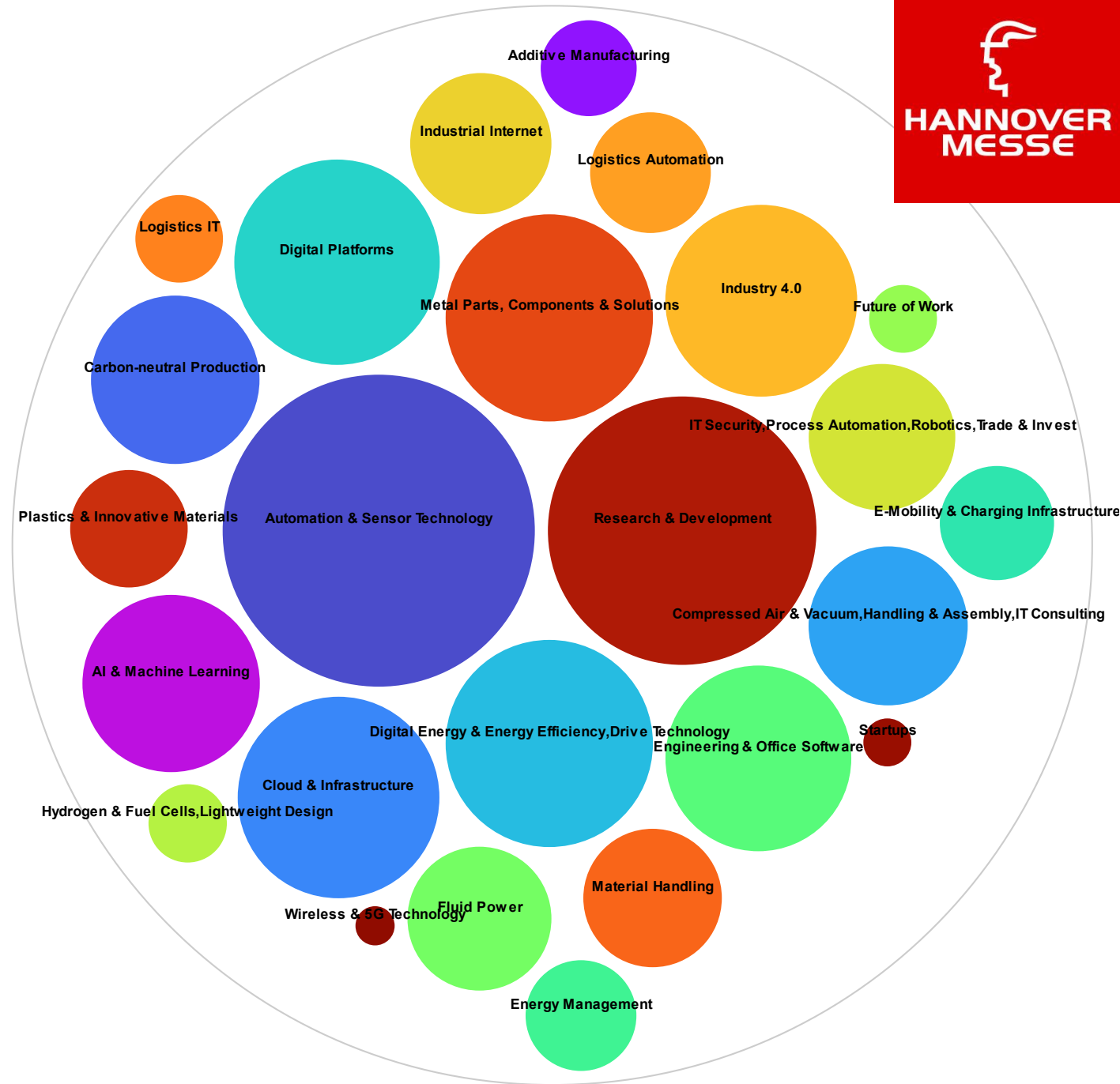


Impressions of event

Spanning 15 halls, Hannover arguably has something for everyone looking for industrial technology or transformation (the graphic shows the variety of exhibitor content).

It is important to plan ahead and arrange meetings with existing customers, prospects and potential new suppliers at least 4-6 weeks before the show. The value of face-to-face meetings cannot be underestimated, and the show attracts top decision makers. For Canadian companies it is a chance to both benchmark themselves against international competition and diversify.

While there are more focused shows, Hannover Messe is one of the biggest international events, with increasing importance as Canada becomes the sponsor country in 2025.



Impressions of event

Feedback from some of the Canadian delegates

“The connections with potential suppliers/collaborators combined with the technical learning (from conversations with exhibitors and technical lectures) has advanced significantly our ability to execute our Ind 4.0 strategy. The whole experience was invaluable, and we are bringing significant learnings and connections back to our colleagues who were not able to attend.”

“Attending the show with a group of like-minded Canadians provided significantly more value than attending alone. Interactions led to rich conversations regarding advanced manufacturing technologies and led to business and technology partnership introductions.”

“Meeting some of the international companies was great and meeting the Canadian ecosystem including the IRAP/Govt agencies along with the NGEN team was also valuable.”

“As a first timer, I was able to really see the magnitude of Hannover Messe, and from a comms/marketing perspective there was a lot of opportunities to promote the event, promote manufacturing/tech and Canada as a whole. I enjoyed being able to talk to people from all over the world in different industries and being able to connect with them and tell them about NGen and what we do. I thought everything was well organized. I made great connections with other Canadians at the show.”

“Super impressed with the help, support & friendliness of the participating delegates. This experience exposed me to the endless possibilities for automation. The trip was very well organized and very informative.”

“It was equally amazing to get to know other Canadian delegates as it was to meet international people at the event. The Canadian pavilion was a perfect place to have coffee discussions with potential partners and prospects/clients.”

“It was great to take part in this event and learn about the latest technologies. Hannover Messe gave us a clearer understanding on implementing robotics & automation into our production lines. This year's delegation had notably matured vs. last year. The team was much more focused and seemed to have a better idea of how to make use of the event. Having so much access to our government representatives was highly valuable for our business.”

“I believe that attending this show as a Canadian delegate played a pivotal role in my enjoyment. It was easy to make connections and people to socialize with outside of the show. I truly believe I made both personal and professional connections during the trip. I would highly recommend attending as a delegate if possible.”

“Hospitality at the Canadian booth was excellent. NGEN were fantastic hosts and made us feel welcome.”

Impressions of event



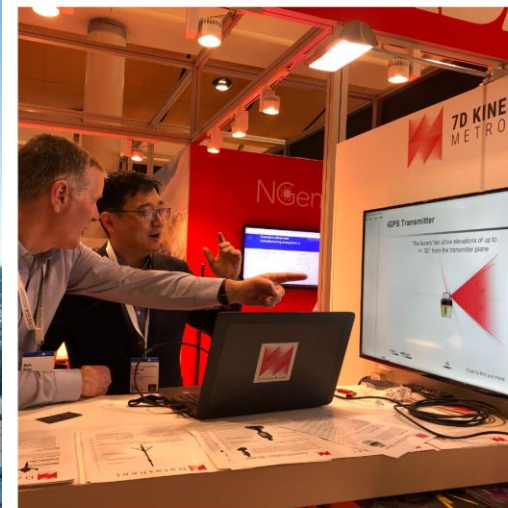
- Hall 2:** Future of Work · Research & Development · Trade & Invest
- Halls 3–4:** Lightweight Design · Metal Parts, Components & Solutions · Plastics & Innovative Materials
- Hall 4:** Compressed Air & Vacuum
- Halls 5–9/11–12:** Automation & Sensor Technology · Carbon-neutral Production · Digital Industries Full Solution Providers · Drive Technology · Fluid Power · Handling & Assembly · Industrial Internet · Linear Technology · Logistics Automation · Process Automation · Robotics
- Halls 11–13:** Carbon-neutral Production · Digital Energy · E-Mobility & Charging Infrastructure · Energy Efficiency · Energy Management · Hydrogen & Fuel Cells
- Halls 14–17:** Additive Manufacturing · Cloud & Infrastructure · Digital Platforms · Engineering- & Office-Software · IT Consulting · IT Security · Logistics IT · Wireless & 5G Technology
- Conference Stages:** Tech Transfer (Hall 2) · Industrial Transformation (Hall 3) · Industrie 4.0 (Hall 8) · Energy 4.0 (Hall 12) · Wireless & 5G (Hall 14)



Conclusions

Well organized and established, the show is an industrial smorgasbord, with something for everyone.

Largest showground in the World, fortunately with shuttle vans!





NGen

